

Study #1 - July, 1988

	C1	C2	C3	C4	C5	C6
	Carlton	Winston	Kool			
	<u>85</u>	Ultra	Lights	Industry	Marlboro	Newport
American	1.0	5.6	8.4	13.3	17.5	20.0
Brown & Williamson	1.2	5.6	8.1	13.7	16.9	18.9
Liggett	1.2	5.8	8.0	12.5	16.6	18.1
Lorillard	1.2	5.6	7.9	13.0	17.2	18.5
Philip Morris	1.5	5.6	7.8	12.8	15.5	17.0
Reynolds	1.2	5.5	7.8	13.4	16.9	18.4
TITL	1.0	5.7	8.2	13.5	17.0	19.1

Study #4 - October 1989

	C1	C2	C3	C4	C5	C6	C7
	Carlton	Winston	Kool				
	<u>85</u>	Ultra	Lights	Industry	Marlboro	Newport	Industry
American	1.0	5.5	8.1	13.0	17.2	18.0	17.7
Brown & Williamson	1.1	5.3	7.4	12.3	16.3	17.1	17.2
Liggett	1.0	5.5	7.7	12.7	17.7	18.2	17.9
Lorillard	0.8	5.4	7.6	12.9	15.9	17.4	16.9
Philip Morris	1.5	5.6	7.6	12.2	15.8	16.5	16.7
Reynolds	1.1	5.3	7.7	12.6	16.4	17.7	17.2
TITL	1.1	5.4	7.8	12.8	16.9	17.7	18.0

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Study #5 - April, 1990

	C1	C2	C3	C4	C5	C6	C7
	Carlton	Winston	Kool				
	<u>85</u>	<u>Ultra</u>	<u>Lights</u>	<u>L&M 85</u>	<u>Marlboro</u>	<u>Newport</u>	<u>Industry</u>
American	1.0	5.3	8.5	12.2	17.2	18.2	17.1
Brown & Williamson	1.2	5.3	8.3	11.4	16.1	17.8	17.1
Liggett	1.2	5.7	8.5	12.3	16.4	18.2	17.4
Lorillard	0.9	5.6	8.3	12.3	16.6	18.5	17.0
Philip Morris	1.3	5.8	8.2	12.0	16.6	18.0	17.4
Reynolds	1.2	5.5	8.9	12.0	16.2	18.5	17.0
TITL	1.0	5.5	8.8	12.2	16.8	18.8	18.3